(d) if so, the names of the films and the details of the income earned by screening of films?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) Films Division's mandate continues to be production and distribution of documentary films, news magazines and short fiction films for information and education of the people. These films are exhibited in the cinema theatres in the country in terms of the provisions contained in Section 12(4) of the Cinematograph Act, 1952 and relevant provisions contained in the State Cinema Acts/ Regulations. These films are also exhibited through the field publicity units of the Directorate of Field Publicity and telecast by Doordarshan. Films Division collects rental @ 1% of the net collection of cinema theatre exhibitors for the supply of these films.

However, on an experimental basis, Films Division has recently released a short fiction film title "Dukhiram" at Nandan, Kolkata on a revenue sharing basis. In another case, Films Division has tied up for the sale of commercial rights of the short fiction film "Phire Pelam" (Bengali version) for a period of three years for theatrical exhibition in the territory of West Bengal on a cost sharing basis.

Panel for stopping objectionable advertisements

†1999. SHRI RAM JETHMALANI:
SHRI KAPIL SIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have constituted a Panel to give suggestions for stopping objectionable advertisements;

(b) if so, when this panel was constituted;

(c) the names of members of this panel; and

(d) the details of advertisements which were found objectionable and communicated to Government by the Panel?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Yes, Sir. On 22.05.2002 the Government constituted a Committee, consisting of officers from the

†Original notice of the question was received in Hindi.

Ministry of Information and Broadcasting, Department of Women and Child Development, Ministry of Health and Family Welfare, Ministry of Law and Justice and a representative from the Advertising Standards Council of India, to look into the violations of Advertising Code as prescribed in the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

(d) On the recommendations of the Committee, show cause notices were issued to four channels, for telecasting surrogate advertisements of liquor products and violating the provisions of Rule 7(2) (viii) of the Advertising Code of the Cable Television Networks Rules, 1994. These channels have since sent their replies and confirmed that they had stopped the objectionable advertisements, till the matter was further examined. In its second meeting, the Committee has decided to issue show cause notice to channels displaying eight advertisements, which *prima facie,* appear to violate the Advertising Code.

Viewership of DD-1 and DD Metro Programmes

2000. SHRI K.M. KHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that viewership of DD-1, DD Metro and other channels of Doordarshan has gone down drastically and their popularity is on the wane during the recent years due to poor quality and transmission of programmes;

(b) if so, the steps taken to restructure and re-orient these channels and also to refurbish the image of DD so as to regain the market share;

(c) whether Government have any plan to lease their broadcast time to private companies; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) No, Sir. All channels of Doordarshan have maintained their popularity amongst the viewers. The technical quality of telecast is satisfactory, both in satellite and terrestrial mode.

Doordarshan has taken various steps to restructure and reorient its channels by introducing new programming formats and presentation. Doordarshan has appointed expert Advisory Committees with a view to